

An Avalanche Of Orders

G.-B. Salesmen the Hurricane that is
Sweeping Over the Country
Stripping the Trees of Business
Bare of Autumn Leaves
(Calendar Orders)

Big Gains Continue

Over 110% Gain

For Month of September

Are You Gathering in Your Share
of the Golden Shower?

See Back Cover

The Weekly Review



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WEEK ENDING, SEPT. 25th

What's the matter with you boys in the field? Do you think it is January instead of October? One would think so from the way business has been rolling in the past few weeks. There is a regular January atmosphere prevailing here at headquarters. Not that the weather is cold—far from it, in fact a little cold weather might help some, as there has been some rather warm times of late when the morning's mail has been opened.

In our last issue we gave you some idea of the splendid late business that was coming in, and we thought we had about reached the limit, but the excitement that prevailed then was not in it for a minute with the general feeling throughout the sales department right now. We are simply carried off our feet with the avalanche of orders that are pouring in. Not only has there been a large number of orders this week, in fact the largest number since last June, but many are big orders—the kind of "plums" we expect to receive in January. We are going to publish on the back cover of this issue a list of some orders amounting to over \$100.00 received in the past several days.

In our issue of Sept. 2nd we told you that the Autumn leaves were falling, and that business was rustling. While they have been falling into the hands of G.-B. salesmen steadily since that time apparently the trees are not yet stripped nor anywhere near it. The actual increase for the week ending Sept. 25th is 110%. Now this is not quite as big an increase as reported the previous week, but we were up against a much larger week for comparison, and the actual sales exceed those of last week by a good margin. In fact the sales are larger than for any week since that ending April 17th. Think of it! April is a good month. May is a good month, and June is a good month. Of course, July and August drop off somewhat, and while we would naturally expect to do a better business than in the Summer, frankly we hardly expected to beat

every week since the middle of April.

Not only is the gain for the week 110%, but when all September business is in the actual gain for the month will show an even larger percentage. In fact September business booked to the time this article is dictated shows an increase of 115% over last year and not all in yet.

If there is a single man on the G.-B. force that is not reporting a good business, and we are frank to say there are a few, we want to say, "Get Busy." Get into the band wagon, or if you can't get in at least follow behind and keep time to the inspiring music of G.-B. progress. Some of you doubtless are saying to yourselves "There is no big business in my territory." This is not true. A glance at the good orders booked in every section of the country, listed on the back cover of this issue (most of you know where these different men are working) will prove to you, that the Autumn leaves are falling everywhere.

We have doubtless made some startling statements, but there was one thing that we have almost overlooked, and that is that despite the fact that we have booked more orders than during any week since early June, the average size of the order for the year is nearly maintained.

We have told you some mighty interesting things, but still have something up our sleeve. Mr. T. R. Gerlach recently made a trip to a nearby city, and just as this article is dictated a blue sheet with signature attached, arrived through the mail. We are not going to let you into the secret this week, but will have something to say about this business next week.

While of course we are highly pleased with splendid September business, the most gratifying feature about it is the promise of better things for next year. People don't buy calendars liberally at this time of year unless business conditions are exceedingly bright. Every indication points to a record breaking 1910.

Now a few words regarding the work of some of the men for the week. We find that there were not many men who secured business every day. In fact there were only two, but there were a large number of orders booked and they are well divided up among the entire field force.

Mr. Ungerer stands number one in gross sales. He reported business for four days, booking two orders on Tuesday, one on Wednesday, five on Thursday and one on Saturday. His best order of the week amounts to nearly \$800.00. This order was placed by a firm of Commission Merchants. It calls for 15x20 special mounts. Another fine order Mr. Ungerer booked during the week amounts to \$468.00. It calls for a special hanger size 16x23½, complete with tubes.

Mr. Billman, who by the way is a new man on our force, is doing mighty fine work, considering the fact that he started late in the year, and is inexperienced in the Calendar game. He wrote business four days, his largest order being booked on Monday. This order was given him by a manufacturer of knit goods. It specifies "The Sentinel" and "A Gray Day, Holland" in series 7 roll, with mailing tubes and amounts to \$416.00.

Mr. Staley reports a nice business. He likewise wrote business only four days, Friday's and Saturday's reports showing no business. He however secured a \$385.00 order on Wednesday which helped out his total materially. It calls for Kenyon Series Mailing Cards.

While Mr. Shepard did not book many orders he has a very satisfactory total. His best order of the week was from a dealer in plumbers supplies. It calls for jumbo rolls, "Raising the First American Flag," with Mailing tubes, and amounts to \$226.00. Another good order he reports is from a tailor. He sold this man a season Calendar in De Luxe mounts, the total of which was \$158.00.

Mr. Publow comes in about here with a splendid week's business. While he actually worked but five days, spending Monday getting into the territory in which he had laid out his work, he booked a total of twelve orders. To land this business he drove over 150 miles through a section in Western Canada through which the railroads are not running, although they are now building. This probably accounts for the nice business secured. We are going to tell you more about Mr. Publow's work elsewhere under the heading "A Tale of the far North-west." Mr. Pub-

low's story of his week's work is certainly worth reading.

Business in New York City is loosening up. Mr. White's best orders of the week amount to \$213.00 and \$131.00. The first mentioned was sold a coal company. It specifies Davis De Luxe with all the trimmings, including parchment envelopes, and a small lot of Palm Series Blotters. The latter mentioned order was sold to a dealer in paint, and likewise specifies Davis De Luxe.

Mr. Cies performs his usual stunt of reporting business every day, booking fourteen orders, amounting to a very substantial total. His best order of the week was a bank order amounting to \$160.00. It specifies "Violet" in 10x20 mount. Another fair order he booked was from a dealer in Implements. It calls for 6000 large size Palm Series Blotters.

Mr. Coleman reports business for five days with a total of eight orders. The largest order he booked was from a brewing company. It called for "A June Rose" in series 4 and series 19 roll with mailing tubes, and amounts to \$158.00.

Last week we told you something about the work of Mr. Garner, a new man working in one of the larger cities. While his total for this week is not up to that of the previous week, at the same time he has sent in a good business for this season of the year. His best order was from a manufacturer of pianos. He sold these people \$190.00 worth of "Off the New England Coast" in series M25, with mailing devices. Another fair order he wrote specifies 150 of "A June Rose" in series D4 with mailing devices.

Mr. Brooks reports nine orders and business for four days. While he reported a number of very fair orders none of them were quite large enough to call for special mention.

Mr. Parks reported business for five days. His best order was from a druggist. It is a \$93.00. It calls for Kenyon Series Mailing Cards with envelopes.

Mr. Meyer had a fair total for the week. His best order was from a druggist. It is a mixed order, calling for Davis De Luxe and Cardboards. The entire order amounts to \$186.00. By the way, we have received some mighty nice reports from Mr. Meyer for last week. His business for first three days amounts to approximately \$400.00, and we might take this occasion to mention that unless we are much mistaken the week ending Oct. 2nd is going to prove another surprise party.

Mr. Shimmin did nothing startling; but has a fair total for the week.

Mr. Lindsley's total is just about the same as Mr. Shimmin's. His largest order is from a coal company, and calls for Kenyon Series Mailing Card, with envelopes, amounting to \$113.00.

As previously stated, on the back cover, we are going to give you an idea of some of the good orders that have come in since Sept. 20th. Bear in mind we are only mentioning some of the larger orders. There were some other very fair orders reported during the week ending the 25th., which we will mention here.

Mr. Beelman sold a land company 300 of "Ready for the Day's Work" in series 9 roll with Mailing Cards. Another fair order he booked was from a lumber company, the specifications call for "An English Fishing Village" in series D7. This order amounts to \$83.00.

Mr. Bowles' best order of the week was from a dealer in ice and fuel. It calls for 500 of "Holly" in Davis De Luxe. Mr. Carter's best order was from a creamery and amounts to \$95.00. Mr. Fairbairn sold an importer and jobber 2400 of our Kenyon Series Mailing Cards.

Mr. Finley sold a bank 400 Plain Business Calendars P6001. An optician placed an order with Mr. Huffert which calls for 2400 of our Kenyon Series Mailing Cards with envelopes.

On the 23rd Mr. Lott booked an order for Fery Series Mailing Cards amounting to \$400.00. This order however, was delayed for some reason and Mr. Lott does not get credit for it under this week's business. We are going to have something to say elsewhere about the sale of the Fery Series Mailing Cards, and the good work of Mr. Lott in pushing the sale of this particular series.

Mr. H. E. Smith sold a lumber company \$118.00 worth of Fery Series Mailing Cards.

Day's Business

Mr. Cies and Mr. McLaughlin were the only two salesmen on the force to report perfect weeks. It would be rather out of place for us to criticise the work of the force after the splendid showing made for the week just ended. At the same time the increase would have been considerably greater if many men after booking a few good orders had paid a little attention to some of the smaller ones that appear to be plentiful.

Messrs. Coleman, Parks and Publow report

business every day but one. Those reporting business for four days are as follows: Messrs. Bowles, Brooks, Conkling, Fairbairn A. E. Gerlach, Henaghan, Ungerer, Billman and Staley.

Number of Orders

Mr. Cies always figures well up under headings "Day's Business" and "Number of Orders." This week he is one of two men reporting business every day, and leads the force in number of orders booked, with a total of fourteen. This is exactly the same number of orders that gave Mr. Carter first place last week, so you see there is nothing spectacular doing under this heading. Most of you however will appreciate that when a man books fourteen orders he is not idling away his time.

Mr. Publow follows with 12 orders, Mr. McLaughlin with eleven and Messrs. Brooks, Henaghan and Ungerer tie for fourth place with nine orders. Many others report a fair number and as the orders seem to be running exceptionally large for this season of the year, while many men who booked but a few orders still have a most satisfactory total for the week. All things considered a smaller number of medium sized orders is really a better business than a lot of small orders. The fellow who places a small order usually is not well rated. Of course, he pays a little more for his goods, still the difference in price does not offset entirely the expense of handling small orders, and then the percentage of loss is usually greater, as the little buyer, poorly rated is more likely to be making business changes than the man who is on a substantial basis and spends more money for his advertising.

It is a notable fact that the longer a man sells Calendars the better the class of business he sends in. The reason for this is that after he has been selling for a few years, he finds that it does not pay to go after the irresponsible buyers. In the first place he wastes his time in many instances, as of course we cannot pass credit on a man who has nothing, and whose business reputation is unsavory. Consequently when he checks up his commission account at the end of the year he finds that he has more losses in the way of orders cancelled for one reason or another than he likes to see, and the next year he passes these little fellows up.

To emphasize this point more strongly we might say that Mr. K. H. Gerlach's orders for the past few years averaged considerably over

\$100.00 for the whole season. Now we don't want to discourage you from going after the so-called bread-and-butter orders, but make sure that your man is good and then his order will be very acceptable.

Fery Series Mailing Cards

How many of you have formed your own opinion as to the popularity of the Fery Series Mailing Cards as compared with the Palm Series and the Kenyon Series just issued? On looking up the matter this morning, we were very much surprised to find that the actual sale of the Palm Series exceed those of the Fery Series by only 5%. Now we believe that the general opinion is that the Palm Series sells best, at least that was the opinion of many around the office until our stock ledger was consulted. We might say that our attention was called to this matter this morning when we received a splendid order from Mr. Lott calling for 18,000 of our Fery Series 5x10 Mailing Cards.

Now the object of this article is not to get you to push the Fery Series and neglect our splendid Palm and Kenyon Series, but we simply want to direct your attention to actual facts, as we believe, as stated previously, that a good many of you are of the same opinion that many around headquarters were.

When you come right down to facts, the chances are that two out of every three mailing cards sent out reaches the hands of a man, and it is probably just as true that two out of every three men have a weakness for hunting or fishing, even though they may not have the opportunity to indulge in the pastime. A series of sporting pictures, such as comprise the Fery Series, without a question of doubt would appeal to most men.

This article would probably not appear in the pages of the Review had it not been forcibly called to the writer's attention today, and it struck home for the very reason that the writer was laboring under a wrong impression. To emphasize more strongly the point we are trying to bring out we might add that recently the writer made a trip East which was really intended for recreation, but incidentally he planned to do a little business. Being a firm believer in the Mailing Card, during the few days' work done, this proposition was placed before several manufacturing concerns and one fair order was landed but he cannot recall showing the Fery Series in a single instance. This of course, was a mistake, but

probably it is a mistake that a good many of our men are making.

Mr. Lott, by the way, is one of the few that is pushing the Fery Series hard, and as a matter of fact our sales in this series would not be nearly as large if we were to deduct Mr. Lott's business in this particular series from the total. Do not push the Fery Series to the detriment of our other splendid series, but do at least show them, and we believe that you will find that they will meet with a splendid sale.

While we are on the subject of Mailing Cards we want to tell you of a little sale that Mr. Ungerer made. He sold a dairy company a small order of Kenyon Mailing Cards, in fact it was really a trial order. They started the distribution of their cards in September using "Golden Rod" which is the subject for that particular month. The face of the card carried their regular advertisement and on the back they had printed a special announcement, reading like this:—

"We have placed your name on a special list with a view of sending you our Series of monthly Calendars, known as the "Flower Girl Series," which on the reverse side will contain quotations on our products from time to time.

We would appreciate you acknowledgement of the "Golden Rod Girl" representing the month of September, in order that we may know that you are desirous of having us continue sending the balance of this Series as this list is confined to a limited number.

Trusting it will be our pleasure to hear from you, we remain,"

Now there is a story in connection with this. Mr. Ungerer recently called on these people and they were very enthusiastic over the results obtained. They stated to him that all but 25 of the customers to whom the cards were mailed, acknowledged receipt of the card, and requested that they be favored with the remainder of the series. Think of it! 90% of the people to whom the cards were mailed acknowledged its receipt and wrote a special letter requesting that their names be kept on this list. Tell this little story to prospective users of the Mailing Card.

By the way, the suggestion of the announcement on the back of the first card is a splendid one, and we can do the printing of such an announcement for our customers, at a reasonable price. For instance the composition would

not exceed \$1.50, and the press work a minimum of \$1.50 or \$1.50 for the first thousand and for each additional thousand 75c. The chances are that there would not be many orders that would exceed one thousand per month therefore, there would be an additional charge of \$3.00 for setting up and printing this announcement on any quantity up to 1000 per month. You of course understand that the announcement would only appear on the card starting the service.

Stock Used in Blotters

A few days ago we received a letter from Mr. Huffert in regard to the quality of the blotting stock we are using, and it seems that the embossed surface of the blotters has landed him some good orders, and he has made a strong talking point of the superior absorbing qualities of this surface.

Now we quite agree with Mr. Huffert as to the superior quality of this stock, but we might add that in order to obtain the embossed surface, the stock has to go through a special process which makes it appear thinner than it really is, in fact in the larger size the Blotters feel apparently limp. We have had some complaints on this stock, and we want to say that we have decided to go back to the regulation blotting stock, without the embossed surface. Apparently there are a number of buyers who appreciate the superior quality of the embossed stock. On the other hand there are a greater number, who think they are not getting blotters of good quality on account of the apparent thinness of the stock. After due consideration we have decided that in manufacturing in the future all blotters will be made on the stock such as we used sometime ago. Mr. Huffert's letter follows:—

"That rough surface on the backs of our blotters is a splendid talking point when it comes to a question of quality. It has helped me swing many an order.

Naturally when the question of whether blotters are good advertising is settled the buyer's attention is turned to the class or quality of same. He wants to know "is it a good absorber?" Comparison always shows ours to be a superior advertising blotter, and that's what another old Murphy customer thought today when he gave me the enclosed order.

W. C. HUFFERT."

A Tale of the Far Northwest

We were most agreeably surprised some several days ago to receive a bulky envelope from Mr. Publow, who is representing us in Western Canada. The envelope contained five days' reports, which Mr. Publow had been unable to send in, owing to the fact that he was far off the railroad, and judging from his letter it was difficult to find a place to sleep, much less to write.

Apparently Mr. Publow started out on his pioneer work Monday morning, arriving at the first village or hamlet on Monday night. Bright and early the next morning he was up and before 10:00 o'clock had written two orders, one amounting to \$34.00 the other \$30.00. It was then a case of drive on to the next town and before nightfall he had driven forty miles and landed three other orders, his total business for the day amounting to \$132.00. We are going to let Mr. Publow tell something about the difficulty of traveling in that country in his letter which will follow. Suffice it to say here that he did not find his bunk until about midnight, and at 7:00 o'clock the next morning was on the road again, reaching his next destination at about 9:00 o'clock in the morning.

This particular town six weeks ago was not in existence. A Post Card that Mr. Publow sends in gives one a fair idea of the enterprise displayed in the far West. A row of crude buildings shows that several lines of business are well represented, and standing out in prominence is a rude shack bearing the sign "The Traders Bank of Canada." In this village Mr. Publow closed two orders, one amounting to \$36.00, the other to \$41.00. He of course could not sell the Bank as in Canada a few large institutions have branches throughout the country and buy at headquarters.

Wednesday's report showed one order; Thursday's another small one and Friday two orders, the larger amounting to \$100.00. Mr. Publow's total for the week was slightly over \$400.00, and this is a mighty fine showing, considering the difficulties he labored under.

His letter follows:—

Possibly some of the readers of our weekly have their troubles and trials in the larger cities in Uncle Sam's dominion, but I don't think they have any idea of the distances we salesmen of the "Land of the Maple Leaf" travel to do business. This week I have been doing pioneer work with a vengeance. Ar-

iving in S— Monday night I had to sleep in a bunk. Up early Tuesday morning I rounded up two orders before 10:00 o'clock. I then made arrangements for a drive over a country where the railroad is now building. Leaving at 1:30 o'clock we drove ten miles to the first hamlet consisting of two stores, and succeeded in selling the General Store 200 of our Davis De Luxe Calendars (they appreciate good goods here) then on ten miles further where I secured another order. On again through dust so thick we could scarcely see our horses. we reached a stopping house about dark and had our supper, but no time for making our reports here as we still had fifteen miles to make before we could sleep.

Driving on the prairies after nightfall can only be appreciated by those who have had the experience. With no light visible in any direction and no fences it is quite easy to take a wrong trail and that is what our driver did, (I had a grocery man with me, too) the consequence was we did not reach our stopping place until midnight. We were on the road again at 7:00 A. M. I wish you could see a town that six weeks ago was a wheat field. Everything is new, no paint, no bricks, just lumber and stove pipes. We slept in a room with nine beds in it and two in each bed, and could see the stars through the walls. Six weeks ago this village was unknown, today it has 300 people and in six months they will have 1000. I am sending you a Post Card showing the town a month ago.

We drove back from a village at the end of the railroad, and was as pleased to get a half decent bed there as often we would be to get a bed in a \$3.00 a day house.

Such is the life of a traveling man in the West. Next year we will be traveling the same route in a pullman car, and forget all about the discomforts of our first visit.

I am taking a few more photos of these towns, which I will show you in December.

G. PUBLOW.

Cies Turns Defeat to Victory

Mr. Cies tells an amusing incident in connection with an order for 1200 Mailing Cards which he closed the other day. The order is

of course, not important, but his method of landing it is of utmost importance to every salesman. We are going to let him tell about it in his own way:—

Quite frequently I have a victory on the ground where I used to get licked. I called on a man today and was told very courteously, when I introduced myself and asked to show my line, that he was absolutely not in the market for a thing. Wouldn't look because it would be wasting my time, etc. I just took a chair in his office as if I was his partner and paid half the rent and said to him: "Mr. B— I used to thank a man for being as frank with me as you have been, and quit him, but I have learned that you can't tell how the fish are biting by looking at the water, so I always insist on using my bait."

I then told him about a man just like himself, who was sure he didn't want a thing and how I sold him and why he bought, etc., and in showing him what he bought, of course, I got my case open, and I finished by showing him just what he wanted and sold him 1200 Mailing Cards. He laughed at himself and had the other three members in his office all enjoying his change of heart and congratulating me on my success.

H. W. CIES.

LEFT-OVERS WITHDRAW

HANGERS

No. 895 The Auto Girl
191 Bringing Home the Bride

CARDBOARDS

1496 A Summer Day

A Few "Autumn Leaves" Swept in By the Hurricane

Billman	Knit Goods Mfgr.	702, 706	\$416
Brooks	Bank	202, 2207, M696	120
Cies	Bank	M1602	160
Coleman	Wholesale Liquor Dlr.	Davis DeLuxe	310
Coleman	Brewery	402, 1901	158
Fairbairn	Wholesale Comm. Dlr.	K. S. Mailing Cards	135
Finley	Steel Mfgrs.	D402	213
Finley	Bank	D2803, 704	204
Garner	Piano Mfgr.	M2505	130
Garner	Coal Dirs.	Davis DeLuxe	135
A. E. Gerlach	Vinegar Mfgrs.	203, 2206, 2205	239
A. E. Gerlach	Paper Dirs.	Special Roll	800
Lindsley	Coal Dlr.	K. S. Mailing Cards	113
Lott	Glass Mfgr.	F. S. Mailing Cards	400
Lott	Hdw. Dlr.	M2803, M803	120
Lott	Auto Supplies Mfgr.	2304	103
Meyer	Paint Supplies Mfgr.	D2802, D2804	260
Meyer	Druggist	Mixed Order	187
Meyer	Liquor Dlr.	D705 and Davis DeLuxe	112
Publow	Genl. Merchandise	2001	100
Saxton	Bank	K. S. Mailing Cards	138
Saxton	Bank	M2505	125
Shepard	Plbr. Supplies Mfgr.	101	226
Shepard	Tailor	DeLuxe Season Calendar	158
Shimmin	Fertilizer Mfgr.	191, 192	130
H. E. Smith	Lbr. Co.	F. S. Mailing Cards	118
F. A. Smith	Bank	M2004 & Davis DeLuxe	263
F. A. Smith	Bank	M605	100
F. A. Smith	Insurance	P6003 & Davis DeLuxe	151
S. L. Smith	Real Estate	1005, M2206	404
Staley	Shoe Dlr.	K. S. Mailing Cards	385
Ungerer	Bank	Special Roll	468
Ungerer	Comm. Mrch's	15x20 Spec. Mount	727
White	Coal Dlr.	Davis DeLuxe	213
White	Paints	Davis DeLuxe	131
Woodman	Bank	2703, 2704, 2705	135